

LEO BURNETT COMPANY, Inc.

Ad No. 100—Big Pack—Reg. No. 80319—Page—A-1—Brand—Big's 100—

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THE MODERATE SMOKE.

It's not strong. It's not weak.
It's blended for the middle.

There are no excesses, except
those in quality.

It has premium tasting tobaccos.
Two advanced filter systems. And a
thoughtful Humidor Pack. To keep
your smokes fresher, longer.

Try the Moderate Smoke.

It's the cigarette you can feel
comfortable with. Enjoy. And stay with.



BENSON &
HEDGES

MULTIFILTER

Warning: The Surgeon General has Determined That
Cigarette Smoking is Dangerous to Your Health.

Regular: 14 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr 72



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